

# Prange's a silent success

By TINA DANIELL  
of The Journal staff

When Henry Prange flies to his vacation home in Florida, he flies in style — his style. He wears a beat-up trench coat over casual clothes and carries a paper bag for luggage.

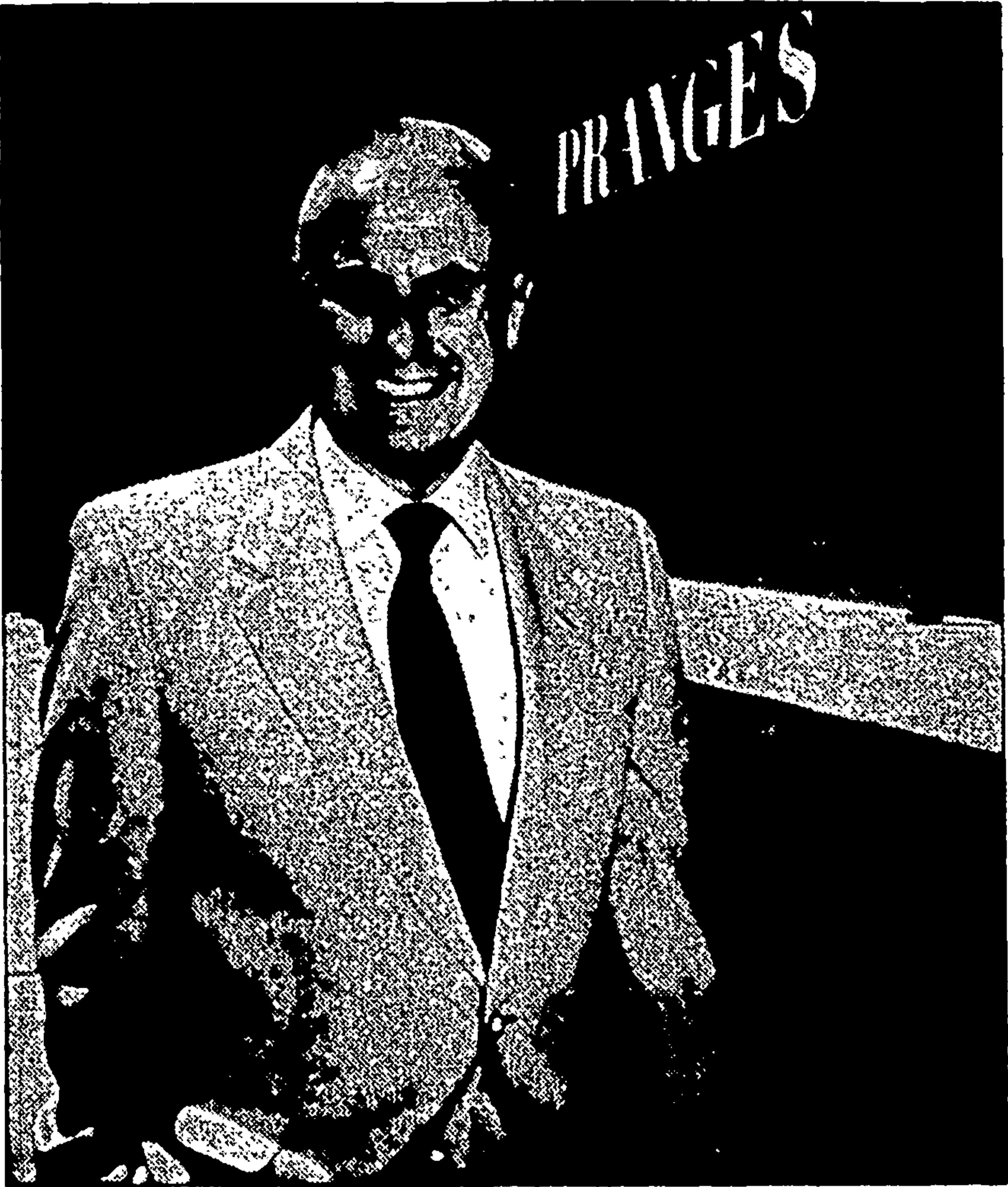
The 60-year-old chairman of H.C. Prange Co. keeps a wardrobe in Florida and sees no reason to carry an expensive suitcase when he travels there several times a year, explained a friend who has flown with Prange.

“He’s a very, very unassuming person,” said James Morgan, president of the Wisconsin Taxpayers Alliance on whose board Prange sits.

That lack of pretension is typical of Prange, who has helped build the company founded by his grandfather in Sheboygan 101 years ago into one of the largest retailers in the country. Prange, a white-haired gent who bears a strong resemblance to pictures of that grandfather, gives away the credit for that success.

Ask him why he thinks H.C.

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Journal photo by Richard F. Bauer  
Henry Prange is the third generation in the family business